

## Park Avenue Grooming website gets a facelift

Park Avenue upgrades user experience on the grooming site



**Thane, Sep 23, 2019 ([Issuewire.com](http://Issuewire.com))** - Park Avenue, the men's grooming brand that is a part of J. K. Helene Limited, well-known for their men's grooming range with products ranging from fragrances to Hair Care, Body Care and face care, recently revamped their official website. The newly launched website boasts of an improved UI, smooth navigation and a simplified user journey. The website primarily caters to a male audience between the ages of 18 to 35 years.

The website also hosts a wide range of essential Park Avenue grooming products for men, showcasing exciting content that guides the user to use their products, in various ways, throughout the quintessential grooming process - making it a one-stop solution provider for men looking for grooming tips and tricks. The users can now find a suitable product, based on their grooming needs, with the

help of the 'Product Finder'.

*The website begins with a video banner, followed by bright and charming graphics highlighting various products, with a mix of appealing videos and images guiding the users to various sections of the site, bringing it alive.*

You can experience the fresh look and feel of the redone website, [here](#).

### **About Park Avenue**

*The Park Avenue range includes Fragrances, Body Care Solutions, Shaving Systems and Hair Care Solutions for the grooming needs of today's man. Over the years, the Park Avenue range of Personal Care and Grooming products have earned a reputation for being amongst the best in the industry. Park Avenue products are developed using international standard fragrances and a high level of research to ensure that the products stand the test of quality and consistency.*

### **Media Contact**

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